

Message Text

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ACTION ARA-10

INFO OCT-01 ISO-00 EB-05 /016 W
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R 222244Z JAN 74
FM AMEMBASSY LIMA
TO SECSTATE WASHDC 8571
INFO USDOC WASHDC

UNCLAS LIMA 0599

E.O. 11652: N/A

TAGS: BEXP, PE

SUBJ: U.S. PARTICIPATION TECNOMIN '74

REF: A) DEPTTEL 250987, B) LIMA 8755, C) DEPT'S A-9254, NOV.
9, 1973, D) USDOC 16582.

FOR COMMERCE

1. SUMMARY: EMBASSY CONTINUES RECOMMEND PARTICIPATION TECNOMIN 74 AS CPF TYPE A. EARLY FAVORABLE DECISION BY COMMERCE WOULD GREATLY INCREASE COMMERCIAL SUCCESS OF U.S. EXHIBITORS. IN EXPECTATION FAVORABLE DECISION EMBASSY WILL REALLOCATE AVAILABLE RESOURCES TO BEGIN A DO-IT-YOURSELF PARTICIPATION. END SUMMARY.

2. AFTER RECEIPT REFTEL A) EMBOFF CONSULTED WITH FAIR AUTHORITIES ON SCHEDULE FOR TECHNOMIN 74. FAIR CORPORATION INTENDS OPEN BOOKS FOR REQUESTS FOR SPACE IN FEBRUARY BUT ACTUALLY ALLOCATION OF SPACE WILL NOT BE MADE UNTIL LATE MAY. A SPECIALIZED SHOW WILL UTILIZE FAIR SITE IN JULY AND ACTUAL CONSTRUCTION OF EXHIBITS AND PAVILLIONS - FOR TECHNOMIN WILL NOT START UNTIL SEPTEMBER. A MID-MARCH DECISION DATE WOULD CAUSE NO PROBLEMS AS FAR AS FAIR AUTHORITIES CONCERNED.

3. IF THERE IS ENOUGH INTEREST IN A U.S. PAVILLION, FAIR MANAGEMENT CONSIDERING ALLOCATING CHOICE SITE RIGHT AT MAIN ENTRANCE TO FAIR. AREA INVOLVED INSIDE BUILDING IS ABOUT 6,400 SQUARE METERS. THERE WOULD ALSO BE POSSIBILITY OF USING ADJACENT PARKING AREA FOR ADDITIONAL OUTDOOR EXHIBIT
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SPACE (APPROXIMATELY 6,000 SQUARE METERS). THIS IS BEST

COMMERCIAL SITE IN FAIR GROUNDS AND WOULD BE ALLOCATED TO U.S. ONLY IF THERE IS A U.S. PAVILLION.

4. IN ADDITION TO POSSIBILITY OF OBTAINING CHOICE SITE WHICH WOULD ENHANCE COMMERCIAL IMPACT OF PARTICIPATION, EVERY OTHER INDICATION EMBASSY HAS OBTAINED ENHANCES COMMERCIAL IMPORTANCE TECNOMIN '74. THIS IS PARTICULARLY TRUE FOR ANDEAN GROUP COUNTRIES AS WELL AS OTHER NEIGHBORING COUNTRIES. GOP DECLARED TECNOMIN 74 OF "NATIONAL INTEREST" AND PREPARATIONS ARE UNDERWAY TO ENCOURAGE SALE OF MACHINERY TO BE EXHIBITED. FAIR AUTHORITIES MAKING CONCENTRATED EFFORT TO ATTRACT PROSPECTIVE BUYERS FROM SURROUNDING COUNTRIES, PARTICULARLY ANDEAN GROUP.

5. AMBASSADOR MET WITH REPRESENTATIVES LEADING U.S. MACHINERY MANUFACTURERS WHO ALL EMPHASIZED IMPORTANCE OF TECNOMIN FROM COMMERCIAL VIEWPOINT. THERE WAS STILL SOME FEELING, HOWEVER, THAT SINCE TECNOMIN WOULD DRAW WORLD-WIDE, AND PARTICULARLY REGION-WIDE, ATTENDANCE IT WOULD NOT FAIR FOR THEM TO HAVE TO BEAR ENTIRE COST OF PARTICIPATION. THERE WAS ALSO SOME RELUCTANCE TO MAKE ANY COMMITMENTS IN ABSENCE OF FIRM COST FIGURES AND LACK OF INFORMATION AS TO HOW MUCH USG COULD PUT IN EITHER ON CPF CLASS A BASIS OR ANY OTHER BASIS. THERE WAS UNANIMOUS AGREEMENT, HOWEVER, THAT USG PARTICIPATION TO INSURE A U.S. PAVILLION, AND ALSO OPPORTUNITY TO HAVE THE CHOICE SITE UNDER CONSIDERATION BY THE FAIR MANAGEMENT, WOULD BE ESSENTIAL TO OBTAIN MAXIMUM RESULTS FROM TECNOMIN 74.

6. CLEAR THAT FOR MAJOR PIECES OF EQUIPMENT THE LARGER THE LEAD TIME THE BETTER IT WOULD BE. A STARTING DATE OF MID-MARCH WOULD BE TOO LATE IN SOME CASES. IN VIEW OF SHORTAGE OF TIME RESULTING FROM MID-MARCH DECISION DATE, AND GIVEN THE COMMERCIAL IMPORTANCE OF TECNOMIN (AS EMPHASIZED BY PURCHASING AGENTS OF MARCONA AND SOUTHERN PERU WHO ALSO ATTENDED MEETING) THE EMBASSY WILL PROGRAM AVAILABLE RESOURCES FOR A NON-CPF DO-IT-YOURSELF PARTICIPATION. (THIS COMMITMENT WILL REQUIRE MODIFICATIONS CAP PROGRAM, WHICH CHANGES WILL BE SUBMITTED BY SEPTTEL).

7- TWO PROBLEMS HAVE ALREADY APPEARED REQUIRING IMMEDIATE COMMERCE GUIDANCE. REFTTEL A) POINTS OUT BOGOTA PARTICIPANTS SIGNING SPACE CONTRACTS DIRECTLY WITH FAIR AUTHORITIES. BECAUSE UNCLASSIFIED

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U.S. HAD PAVILLION BUILT SOME YEARS AGO, USG WOULD BE CHARGED REDUCED RATE FOR EQUIVALENT AMOUNT OF SPACE EVEN IF U.S. IS GIVEN LARGER PAVILLION. USG WOULD CHARGE \$18 PER SQUARE METER FOR FIRST 1,500 SQUARE METERS WHILE NORMAL CHARGE FOR INDOOR SPACE IS \$33 PER SQUARE METER. IN ORDER UTILIZE THIS REDUCED RATE POSSIBILITY, NOT AVAILABLE TO INDIVIDUAL FIRMS, IT MIGHT BE ADVISABLE FOR EMBASSY TO RENT ENTIRE PAVILLION AND THEN SUBLET TO INTERESTED COMPANIES WITH ONE CHARGE TO COVER BOTH

BASIC RENTAL CHARGE AND ADDITIONAL ITEMS AS LISTED REFTEL A).
SUCH ARRANGEMENT WOULD HELP REDUCE EXTRA CHARGE ON EACH PARTICIPANT.

8- ALSO, MULTINATIONAL ASPECT OF MANY U.S. MINING MACHINERY
MANUFACTURERS HAS RAISED QUESTION OF WHAT DEGREE OF NON U.S.
COMPONENT CAN BE ALLOWED IN EXHIBIT PLACED IN U.S. PAVILLION.
ALREADY ONE REPRESENTATIVE (MSA, MINE SAFETY EQUIPMENT) HAD
DECIDED TO ESTABLISH OWN EXHIBIT BECAUSE OF MULTINATIONAL
ASPECT OF ITS OPERATIONS.

ACTION REQUESTED:

1. WOULD APPRECIATE ADVICE ON TWO POINTS RAISED ABOVE.
 2. REQUEST COMMERCE SUPPLY EMBASSY WITH ADDRESSES OF FIRMS
WHO HAVE EXPRESSED INTEREST IN TECOMIN 74. EMBASSY WILL PREPARE
SPECIFIC COST FIGURES AND CONTACT FIRMS DIRECTLY AS SOON AS
POSSIBLE.
 3. WOULD APPRECIATE COMMERCE TELEPHONING OR CONTACTING MAJOR
FIRMS AMONG THOSE WHO HAVE ALREADY ASKED ABOUT TECNOMIN TO OBTAIN
IDEA OF WHAT SPACE REQUIREMENTS THEY HAVE IN MIND IN CASE THEY
PARTICIPATE. THIS INFORMATION NEEDED BY EMBASSY TO MAKE DETAIL
COST ESTIMATE FOR POTENTIAL PARTICIPANTS. CABLE RESULT OF SUCH
SURVEY.
- BELCHER

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 22 JAN 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974LIMA00599
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: n/a
From: LIMA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740125/aaaaaxfo.tel
Line Count: 140
Locator: TEXT ON-LINE
Office: ACTION ARA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: A) DEPTTEL 250987, B) LIMA 8755, C) D, EPT'S A-9254, NOV.
Review Action: RELEASED, APPROVED
Review Authority: shawdg
Review Comment: n/a
Review Content Flags:
Review Date: 27 FEB 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <27 FEB 2002 by chappeld>; APPROVED <20-Nov-2002 by shawdg>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: U.S. PARTICIPATION TECNOMIN '74
TAGS: BEXP, PE
To: STATE
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005